Cent. East.

CBS-WABC NETWORK

BASIC—East: wabc wade woke weae waab weel wgr wkbw wkre whk wjr wdre weau wjas wean wfbl wspd wjsv; Midwest: wbi m wfbm kmbe kmoz whas kfab krnt
EAST—wbns wpg whp whee wibs wfea wore wice cfrb ckae wibz wmas weag wnbf

wnbf
DiXIE—wgst wsfa wbre wqam wdod
kira wree wiac wwl wtoe krid ktrh
ktsa waco koma wdbo wbt wdae wbig
wdbj wwva wmbg wsjs wmbr wala
ktul kgko wcoa wdne wnoz kwkh know

wmmm
MIDWEST — wmbd wish wibw kfh
wsmk wkbn weco wsbt ksej wowo
what woe
MOUNT.—kvor kiz koh ksi kgvo kfbb
COAST—khj koin kfre kol kfpy kvi
kfbk kgb

There are other tricks. Your first-

- By Walt Disney

## My New York By JAMES ASWELL

NEW YORK-Now that the Auto show is safely over and the dealers have settled down to the routine of high-pressure, I like to wander up Broadway in the Fifties and watch through the huge, spangled and Christmasy windows, Mr. and Mrs. New Yorker in the throes of buying

their new cars. My grapevine has it that although a lot of prospects turn up during the stual shows, most of these drop off ferwards and it's the casual passerby who most frequently turns out to be serious about buying a motor. Even in the salons of the costly cars, along Fifty-Seventh Street, the salesmen will jump up in a body whenever anyone, no matter how shabby in appearance, ventures to cross the thresheld.

Veteran salesmen tell me you never can tell by looking at a pros-pect. The sleekly caparisoned ladies and gentlemen may have all their money on their backs, while the little man with the frayed collar can have a fine bank account and fail to haggle over the trade-in allowance on his 1932 bus.

I think Bob Ripley had as much as anybody to do with this altered feeling. The classic story of his purchase of a vehicle has been going the rounds and the agencies have taken it somewhat to heart. They don't make as many snap judgments on visitors' solvency as they used to

You've heard this one—I must have told it here at the time—but it's worth repeating in a column about motor cars. Seems he was out for a stroll along Park Avenue one afternoon-he'd been at his drawing board and didn't bother to don a tie or get a shave, which he needed; it was a fine Spring day and he thought he'd walk a mile to get some air into his lungs. He passed the salesroom for one of the most expensive cars in the world, a foreign make, and dropped in to look at the chromium plating and the trick gad-

This was at a low ebb in business fortunes, and a single salesman on duty, a sideburned and bespatted fellow, didn't pay much attention to his husky and rather nondescript
looking wisters. Pipler floating recessful companies keep this in an automatic health and the successful companies keep this in an autom

The salesman, paling and swaying, grasped a fender and whispered. Just as soon as my heart starts

Room and Board

## **RADIO PROGRAMS**

WEDNESDAY, DECEMBER 16 (Central and Eastern Standard Time) Note: All programs to key and basic chains or groups thereof unless specied; coast to coast (e to c) designations include all available stations.

Programs subject to change by stations without previous notice. P. M. NBC-WEAF (RED) NETWORK | Cent. East. JASIC - East: weaf wiw what wite /jar wing wesh kyw wibr wre wgy wben weae wiam wwj wsai; Midwest: and wmag who wow wdaf wire weol

WOOD AIDWEST & CANADA - wgi wtmj wila-wave wptf wwnc wave wjax wila-wave wied wam wmc wab wapi wjdx wamb kvoo wky wisa wbap kpro woal ktbs kths waoc wtar wis wese wibe MOUNTAIN—koa kdyl kgir kghl ktar PACIFIC—kfl kgw komo khq kpo kgu

Cent. East.

4:30—5:30—Jack Masters—east only:
Kathryn Craven Interviews—west:
The Little Brown Book—midwest
4:45—5:45—Wilderness Road, Serial
5:00—6:00—Blue Flames Quartet—
basic: Jr. Nurse Corps—midwest;
Three Queens and a Jack—west
5:15—6:15—Buddy Clark and Songs
5:30—6:30—Press Radio News—east
5:35—6:35—George Hall's Orchestra
5:45—6:45—Renfrew of the Mounted
6:00—7:00—The Poetic Melodies—s.:
Herbert Foots Ensemble—west
6:15—7:15—Popeye, Sketch—Dasic;
Eddie Elkina & Orchestra—Dixie
6:30—7:30—Goose Creek Parson—east
6:45—7:45—Boake Carter's Comment
7:00—8:00—American Cavalcade—to c
7:30—8:30—Burns and Allen Comsdy
8:00—9:00—Nino Martini, Songs—to c
9:00—10:00—The Gang Busters—to c
9:30—10:30—To Be Announced
9:45—10:45—Del Casino Song Program
10:00—11:00—Benny Goodman Orchest.
—basic; Poetic Melodies—west rpt.
10:30—11:30—Roger Pryor & Orchestra
11:00—12:00—Ozzie Neison's Orchestra
11:30—12:30—Bobby Meeker's Orchest.
NBC-WJZ (BLUE) NETWORK Cent. East.

4:30— 5:30—Jack Armstrong — basic; irms Glenn at the Organ—west firms Glenn at the Organ—the Glenn a

Cent. East.

4:30— 5:30—The Singing Lady—east:
The Dictators' Ensemble—west

4:45— 5:45—To Be Announced
5:00— 6:00—News; Animal News Club
5:15— 6:15—Midge Williams and Song
5:30— 6:30—Press-Radio News Period
—basic; Singing Lady—midw. rpt.
6:35— 6:35—The Revelers—wjz only;
Clark Denis, Tenor Solos—chain
6:45— 6:45— Lowell Thomas—east;
Gran and Smith, Two Pianos—west
6:00— 7:00—Easy Aces Skit—also cat
6:15— 7:15—Jimmy Braddock's Story
6:30— /:30—Lum & Abner—east only
6:45— 7:45—James Wilkinson, Song—
wjz; Mario Cozzi's Song—network
7:00— 8:00—Fannie Brice & Comedy
7:30— 8:30—Ethel Barrymore, Drama
8:00—9:00—Parade of Professionals
9:00—10:00— Library of Congress
Music

wank wash weed wast kacj wowd what weed what weed mount.—kvor kis ken kal kave kfbb COAST—khj kein kfre kel kfpy kvi kfbk kgb 10:30—10:30—Meredith Willson Orchest 10:30—11:30—Carole of Christmas 10:15—11:15—Inter-American Congress 10:30—11:30—News; E. Coleman Orch. 11:00—12:00—Glen Gray and Orchestra 11:30—12:30—Earl Hines & Orchestra

looking visitor. Ripley finally roused him out of his doze and asked the price of the car.

"Eighteen thousand dollars," drawled the salesman, with some houteur.

"Till take it. When can I get de-livery?" If sales are not good the looking visitor. Ripley finally roused him out of his doze and asked the price of the car.

"Eighteen thousand dollars," accessible place and flourish it at the psychological moment, with some like this: "If we're selling that many, there must be a reason, now mustn't there?" If sales are not good the livery?" good use dear in town for use -Plant Cotton

The first woman's medical school beating again."

But now the customers flock in to look, and it's up to the floor men simply to talk them into their make browbeaten into a purchase. Flat-

-By Gene Ahern

## MICKEY MOUSE









Boots and Her Buddies-







-By Wally Bishop

-By Martin

ROOMS .. BUT SHE COULDN'T TAKE YOUR UNCLE DANNY IF HE HAS ANY KIDS! UNCLE DANNY







-By Lank Leonard

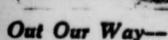
















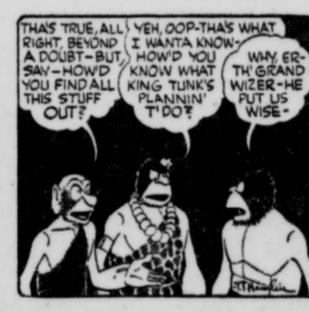




-By Hamlin









-By Thompson and Coll









-By William Ritt and Clarence Gray



Brick Bradford-





